Saskatchewan
Agriculture
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ADF

AGRICULTURE DEVELOPMENT FUND

FINAL REPORT

20040461

CREATING A GLOBAL PRESENCE FOR SASKATCHEWAN'S ANALYTICAL, RESEARCH AND CUSTOM PROCESSING SECTOR

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Prepared by: Ag-West Bio Inc.

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Final Report

Ag-West Bio Inc
December 31, 2005

Creating a Global Presence for Saskatchewan's Analytical, Research and Custom Processing Sector.

Overall Project Objective

To create a Saskatchewan Pavilion at the Institute of Food Technologists (IFT) Food Expo in 2005, 2006, and 2007 that promotes Saskatchewan's R&D capacity to the global food, functional food and natural health sectors.

This project was divided into two phases: Phase 1: creation of the design and promotional concept; and Phase 2: implementation of the concept, attendance at the 2005 IFT show and follow-up for subsequent years.

Ag-West Bio Inc (AWB) and the Saskatchewan Food Industry Development Centre (Food Centre) were co-partners in the initiation and development of the IFT R&D marketing strategy and successfully procured funding of $12,000 from SAF Agri-value fund to support this first phase of the project.

The primary objective of this first phase was to initiate the process by which Saskatchewan could showcase and promote the analytical, research and development, and processing capabilities of Saskatchewan's R&D community to the international food, functional food and natural health product sectors.

Background

Saskatchewan has an outstanding world-class analytical and bioprocessing capacity creating a unique cluster that is always identified as one of the key strengths supporting Saskatchewan's agri-value industry. Capabilities include conducting applied research, innovative product development, technical support, laboratory-, pilot- and commercial scale processing, development of quality assurance systems, regulatory assistance, and supporting analytical capabilities. In many instances this strength is undervalued, under recognized and underutilized. This analytical, research and bioprocessing capacity needs to be coordinated, used and marketed more effectively.

The IFT Food Expo is a world-renowned technology-based conference and trade exposition for food ingredients and food industry services. Ingredient suppliers, product developers and toll processing facilities are showcased at the show. More than 20,000 delegates from around the world attend the meeting and there can be up to 1800 different companies exhibiting their products and/or services. Historically, Saskatchewan companies have independently attended and /or exhibited at the show but there has never been a concerted effort to collaboratively profile our R&D sector or

its capabilities. It is anticipated that the Saskatchewan delegation would also include key industry players who have benefited from the R&D expertise as well as supporting industry associations. In this way, we can show that utilization of services leads to commercialization.

Project Results

1. Carol Ann Patterson of AWB and Dan Prefontaine of the Food Centre identified, contacted and met with members of the R&D community in the province who were involved in the food, functional food or natural health product sector to gauge interest in and enlist support for this initiative. Of the companies contacted, seven organizations committed to participating in the 2005 exhibit at IFT:
    - Agriculture & Agri-Food Canada (Michele Van Dyk, Alister Muir)
    - Ag-West Bio Inc. (Carol Ann Patterson, Krista Dennis, Janice Tranberg)
    - InfraReady Products (Mark Pickard, Angela Gabruch)
    - Innovation Place Bio Processing Centre (Greg Willie)
    - POS Pilot Plant (Marilyn Huber
    - Saskatchewan Food Industry Development Centre (Dan Prefontaine)
    - University of Saskatchewan, College of Agriculture (Gerald Henriksen)

2. Representatives from the seven companies (named above) as well as representatives from SK Agriculture and Food (Dr. Shika Agblor), SK Industry and Resources (Danya Kordan) and SK Trade and Export Partnership (Brad Micnick) formed the steering committee for the project.

3. The steering committee met once per month for the first 10 months of the project (May 2004 to February 2005) and then bi-weekly as the IFT 2005 show approached.

4. Carol Ann Patterson (AWB) and Dan Prefontaine (Food Centre) attended the 2004 show in Las Vegas to meet with IFT exhibition management and discuss the space required for our design concept. A tentative booking for a 20' by 30' (600 sq.ft) booth for the 2005 show was made at that time.

5. Ag West Bio solicited "request for proposals" from three (3) design houses in Saskatoon to assist in developing the promotional concept for the show. Submitted written proposals were followed by presentations by each company. Pepper Designs was the successful design house chosen by the steering committee.

   The steering committee and the staff at AWB (Janice Tranberg, Communications Director) and Krista Dennis (Project Coordinator) worked closely with Pepper Designs to convey our ideas about concept and the image we wanted to portray. After much deliberation, discussion and evaluating prototypes a final concept was agreed upon.

6. The Theme: *Saskatchewan Provides Solutions*
   The 600 square foot Saskatchewan Solutions exhibit has a unified theme conveying innovation, the ability to solve technical solutions, and industry successes. Our theme is "Solutions" with eight descriptive pillars. The participants chose the pillars of research, commercialization, analytical, bioprocessing, innovation, technology,

product and wellness to highlight Saskatchewan capabilities. (See Appendix 1 for images of the booth design and artwork.)

Promotions

- Two publications, targeted promotional emails and a press release were some of the materials used to promote Saskatchewan's exhibit at IFT 2005.
- The University of Saskatchewan Global Relations Office donated three Husky outfits for an exhibit draw. Entries were leads qualified by booth personnel.

7. Additional Funding and/or Support
   - AWB and Food Centre submitted a funding proposal to the Canadian Adaptation and Rural Development Saskatchewan (CARDS) program and were successful in obtaining $56,000 to support the implementation of the initiative in 2005.
     a. This funding covered exhibiting expenses, travel and boothmanship training
   - The project received $5,000 in funding from Saskatchewan Industry and Resources to publish a Saskatchewan Solutions industry brochure. This brochure highlights Saskatchewan's analytical and bioprocessing capabilities.
   - Ag-West Bio purchased an expandable display that was used for this event. The structure has interchangeable panels and pieces that can be configured to numerous designs. Each organization received a "podium" space within the exhibit. This podium has the organization's logo on the front

8. National Support
   Agriculture and Agri-Food Canada (Saskatoon) on our behalf worked with AAFC-Investment Secretariat and the Canadian Consulate in Dallas to host a Canadian Market Overview and Networking Event on Monday, July 18 at the Plimsoll Club at the World Trade Center in New Orleans. This event was well attended by over 60 Canadians (20 from Saskatchewan) and provided delegates the opportunity to network with one another and share each other's successes. The success of this event is leading to a second Consulate sponsored event at the 2006 IFT event in Orlando, Fl.

9. Post Show Follow Up
   Internal Debriefing Meeting
   An internal exhibitor debriefing meeting was held on August 25th following the IFT 2005 Food Expo. Participants completed a post show questionnaire provided to them prior to the trade show and reiterated their responses at the August 25 meeting. Highlights of their responses include:
   - Found the Barry Siskind exhibitor training workshop to be very useful. The one-on-one session helped participants brainstorm targeted, creative marketing strategies and learn how to work more effectively as a team.
   - Most participants ranked external funding (such as CARDS, SAF Agri-Value) as an extremely important factor in their participation. The funding was the catalyst that allowed the group to attend.
   - The group enjoyed working together as a team and the many synergies of promoting the cluster, including the ability to refer booth visitors to the other exhibiting SK companies.

- One participant who had exhibited solo at previous IFT Food Expo's commented that the number of leads were comparable to past years.
- Participants found the meeting area (located at the rear of the booth) to be a great place for participants to meet with clients and prospects or regroup with colleagues.
- Six out of the seven organizations said that they would participate in 2006.

External Stakeholders Meeting

An external stakeholders meeting was held in Saskatoon, and videoconferenced to 4 centres (Summerland, Ste. Hyancinth, Ottawa and Charlottetown) across Canada to highlight our success at IFT and gain more support for our initiative. Other jurisdictions (i.e. Alberta and Ontario, and Agriculture and Agri-Food Canada) thought our promotional concept to be very innovative and well worth investigating opportunities for their areas in future years. Saskatchewan must continue to be innovative in its approach to attracting business to the research, analytical and processing sector.

Future Activities

Due to the astounding success of the venue and continued interest, enthusiasm and support of participants, Ag-West Bio applied for ACAAFS funding for continued participation in the 2006 and 2007 IFT Food Expo's. Funding for the 2006 show in Orlando, FL has been approved but due to changes in ACAAFS funding directions, our initiative cannot be funded under this program for 2007. We are currently pursuing other options.

It is critical for the Saskatchewan commercialization community (research to market) to continue to create awareness and promote our capabilities at future trade shows. We will work towards establishing a presence at trade shows and continue to evaluate the impact. External funding is crucial to the Solutions exhibit success. The benefits to Saskatchewan and the agriculture sector over the years will be substantial.

SAF Agri-Value funding and CARDS funding support were a critical factor in the success of the Solutions concept and participation by the community. This funding allowed us to procure high quality exhibit and marketing materials to effectively profile Saskatchewan as a world-class analytical and bioprocessing centre

Financials

See the attached excel file for summary of expenses.

As indicated in the financial summaries, Ag West Bio is only claiming a portion of the invoices submitted to us by Pepper Designs to total the approved funding of $12,000. To date, we have received one payment of $9500.00 and look forward to the final payment of $2500 from SAF.

Please contact us if you have any questions.

Appendix 1

Images of the Creative Concept

COUNTER GRAPHICS 28.875 X 36 INCHES

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